Box B-14

RECREATION MANAGEMENT
DEC. 1967

HILLERICH & BRADSBY CO.
P. O. Box 506, Louisville, Ky. 40201

Prices herein contained are suggested prices only and are not binding upon any person.

LOUISVILLE Slugger

The "EVERYTHING NEW" line of Golf Clubs for '68

Gay Brewer
1967 Masters Champion
1967 Alcan Golfer of the year Championship
1967 Pensascola Open Champion

Frank Beard
1967 Tournament Of Champions
1967 Houston Champions International
1967 Indianapolis 500 Champion

Bobby Nichols
1967 Masters Runner-Up
Former PGA Champion

LOUISVILLE SLUGGER WOOD CLUBS—MEN'S

Black Finish

Model 900 (Leather Grip) • Model 900R (Rubber Grip)

Available in Nos. 1, 2, 3, 4, 5, in any combination.
HEAD — Genuine Persimmon in lustrous black finish. Natural face with new scarlet and black Cycolac insert.
SHAFT — Dual-Action SUPER ATLAS standard flex chrome.
GRIP — Model 900 — Embossed red leather with black spiral and gold stitching. RIB GUIDE feature. Model 900R — H & B's exclusive GRIPMASTER rubber in black with red indentations and gold center line. RIB GUIDE feature.
LEFT-HAND — Available in Model 900 (Leather Grip) and Model 9004031 (Leather Grip — described below) only.
STIFF SHAFT (STANDARD LENGTH AND GRIP SIZE) — Available in Model 900R (Rubber Grip). Order by Model 900RS "Stiff Shaft" at no extra charge. RIGHT-HAND ONLY.
STIFF SHAFT (LONGER SHAFT AND OVERSIZE GRIP) — Model 900 available in 44" length, stiff SUPER ATLAS shaft. Leather grip only slightly larger than standard size. Order it by Model 9004031 at no extra charge. Also available in LEFT-HAND.
Set of 4 Model 900 or Model 900R (1, 2, 3, 4 or 1, 3, 4, 5) $104.00
Individual Model 900 or Model 900R Clubs 26.00

Members of the HILLERICH & BRADSBY PROFESSIONAL PANEL

Miller Barber
1967
Oklahoma City Open Champion

Gloria Ehret
Former
LPGA Champion

All sets described on this page are Matched for Swing Weight and all other specifications.

LOUISVILLE SLUGGER IRON CLUBS—MEN'S Levelume-Plated

Model 950 (Leather Grip) • Model 950R (Rubber Grip)

Available in Nos. 2 thru 9, putter, pitching wedge, sand wedge in any combination.
HEAD — LEVELUME-plated, deeper design, boxed toe, oval back.
SHAFT — Dual-Action SUPER ATLAS standard flex chrome.
GRIP — Model 950 — Embossed red leather with black spiral and gold stitching. RIB GUIDE feature. Model 950R — H & B's exclusive GRIPMASTER rubber in black with red indentations and gold center line. RIB GUIDE feature.
LEFT-HAND — Available in Model 950 (leather grip) and Model 950L (leather grip — described below) only.
STIFF SHAFT (STANDARD LENGTH AND GRIP SIZE) — Available in Model 950R (rubber grip). Order it by Model 950RS "Stiff Shaft" at no extra charge. Right-hand only.
STIFF SHAFT (LONGER SHAFT AND OVERSIZE GRIP) — Model 950 available in 39½" length with stiff SUPER ATLAS shaft. Leather grip only slightly larger than standard size. ALSO AVAILABLE IN LEFT-HAND. (Except left-hand No. 1 iron not available). Order it by Model 950L (RIGHT-HAND or LEFT-HAND) at no extra charge.
Set of 9 Model 950 or Model 950R (2, 3, 4, 5, 6, 7, 8, 9, Putter) . $180.00
Individual Model 950 or Model 950R Clubs (1, 2, 3, 4, 5, 6, 7, 8, 9, Putter, Pitching Wedge, Sand Wedge) 20.00

Bobby Nichols

GRAND SLAM

MEN'S WOODS and IRONS

BOBBY NICHOLS GRAND SLAM WOODS

Model 800 (Leather Grip) • Model 800R (Rubber Grip)

Available in Nos. 1, 2, 3, 4, 5 in any combination.

HEAD — Genuine Persimmon in handsome walnut finish. Natural face with new black and white Cycolac insert.

SHAFT — Dual-Action THOR standard flex chrome.

GRIP — Model 800 — Embossed brown leather with black spiral and gold stitching. RIB GUIDE feature. Model 800R — H & B's new exclusive GRIPMASTER rubber in maroon with black indentations and gold center line. RIB GUIDE feature. RIGHT-HAND ONLY.

Set of 4 Model 800 or Model 800R (1,2,3,4) or (1,3,4,5) $74.00
Individual Model 800 or Model 800R Clubs 18.50

BOBBY NICHOLS GRAND SLAM IRONS

Levelume-Plated
Model 850 (Leather Grip)
Model 850R (Rubber Grip)

Available in Nos. 1 thru 9, Putter, Pitching Wedge, Sand Wedge in any combination.
HEAD — LEVELUME-plated carbon steel with flange back.
SHAFT — Dual-Action THOR standard flex chrome.
GRIP — Model 850 — Embossed brown leather with black spiral and gold stitching. RIB GUIDE feature. Model 850R — H & B's new exclusive GRIPMASTER rubber in maroon with black indentations and gold center line. RIB GUIDE feature.

Set of 9 Model 850 or Model 850R (2, 3, 4, 5, 6, 7, 8, 9, Putter) $112.50
Individual Model 850 or 850R (1, 2, 3, 4, 5, 6, 7, 8, 9, Putter, Pitching Wedge, Sand Wedge) 12.50

All sets described above are Matched for Swing Weight and all other specifications.

LEVELUME — THE ULTIMATE IN NICKEL CHROMIUM PLATING

All Louisville Slugger iron clubs are plated with Levelume. This embraces the latest concept in what is popularly known as chrome. A heavy layer of nickel applied prior to the chromium finish insures a permanent attractiveness and protection. LEVELUME is handsome and eye-catching. It resists corrosion and pitting from harmful chemicals in the atmosphere or on the course. There is no finer plating for golf clubs.

LOUISVILLE Slugger

LOUISVILLE
Men's WOODS and IRONS

Bobby Nichols

LOUISVILLE IRONS

LEVELUME-Plated
Model 750 (Leather Grip)
Model 750R (Rubber Grip)

Available in Nos. 2 thru 9, Putter, Pitching Wedge, Sand Wedge in any combination.
HEAD — LEVELUME plated, flange back.
SHAFT — Dual-Action MARS standard flex chrome.
GRIP — Model 750 — Black embossed leather with red spiral and gold lines. RIB GUIDE feature. Model 750R — Red rubber GRIPMASTER with black indentations. RIB GUIDE feature.
MODEL 750R AVAILABLE IN LEFT-HAND

Set of 9 Model 750 Nos. 2 thru 9 and Putter* $86.40
Set of 9 Model 750R Nos. 2 thru 9 and Putter* 78.30
Individual Model 750 (2, 3, 4, 5, 6, 7, 8, 9, Putter*, Pitching Wedge, Sand Wedge) 9.60
Individual Model 750R (2, 3, 4, 5, 6, 7, 8, 9, Putter*, Pitching Wedge, Sand Wedge) 8.70

*Putter to match Models 750 and 750R is a two-way putter, LEVELUME-plated satin finish "rocker" blade, chrome shaft. RIGHT- AND LEFT-HAND.

BOBBY NICHOLS LOUISVILLE WOODS

Model 700 (Leather Grip) • Model 700R (Rubber Grip)

Available in Nos. 1, 2, 3, 4, 5, in any combination.
HEAD — Genuine Persimmon in red mahogany finish with natural face and scarlet and black Cycolac face insert.
SHAFT — Dual-Action MARS standard flex chrome.
GRIP — Model 700 — Embossed black leather with red spiral and two gold lines. RIB GUIDE feature. Model 700R — Red Rubber GRIPMASTER with black indentations. RIB GUIDE feature.

MODEL 700R AVAILABLE IN LEFT-HAND

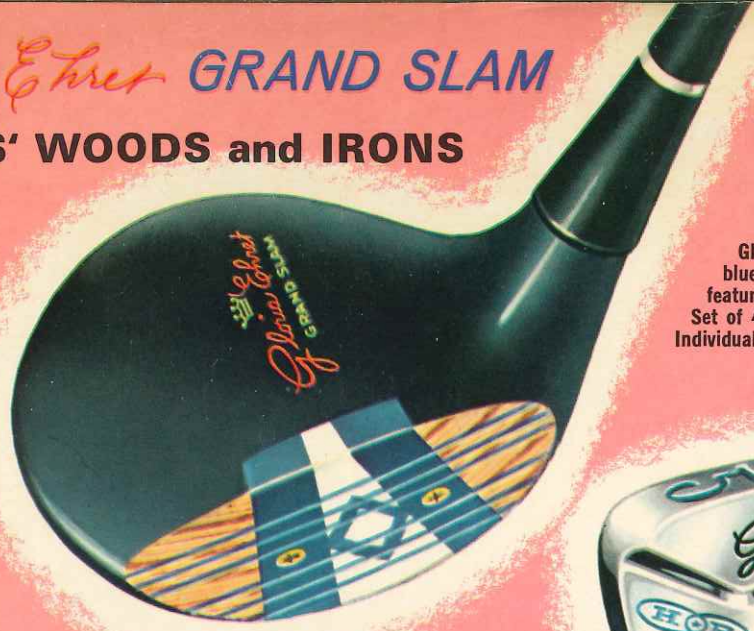
Set of 4 Model 700 (1, 2, 3, 4) or (1, 3, 4, 5) $54.00
Set of 4 Model 700R (1, 2, 3, 4) or (1, 3, 4, 5) 50.00
Individual Model 700 Clubs 13.50
Individual Model 700R Clubs 12.50

Gloria Ehret GRAND SLAM

LADIES' WOODS and IRONS

RADIO FREQUENCY PENETRATION SEASONING

Louisville Slugger Persimmon Heads are electronically seasoned. This revolutionary process completely eliminates drying stresses in the wood, and the wood does not distort or stress crack in the manufacture or play of golf heads.



GLORIA EHRET GRAND SLAM WOODS

Ladies' Model 600R

Available in Nos. 1, 2, 3, 4, 5 in any combination.
HEAD — Laminated TUFWOOD finished in blue. Natural face with blue and white Cycolac insert.
SHAFT — Ladies' Dual-Action THOR standard flex.
GRIP — H & B's exclusive GRIPMASTER black rubber with blue indentations and white center design. RIB GUIDE feature. RIGHT-HAND ONLY.
Set of 4 Model 600R (1, 2, 3, 4) or (1, 3, 4, 5) $74.00
Individual Model 600R Clubs 18.50

GLORIA EHRET GRAND SLAM IRONS

Levelume-Plated Ladies' Model 650R

Available in Nos. 2 thru 9, Pitching Wedge, Sand Wedge, Putter in any combination.
HEAD — LEVELUME-plated, flange back.
SHAFT — Ladies' Dual-Action THOR standard flex.
GRIP — H & B's exclusive GRIPMASTER black rubber with blue indentations and white center design. RIB GUIDE feature. RIGHT-HAND ONLY.
Set of 9 Model 650R (2, 3, 4, 5, 6, 7, 8, 9, Putter) $112.50
Individual Model 650R Clubs (2, 3, 4, 5, 6, 7, 8, 9, Pitching Wedge, Sand Wedge, Putter) 12.50
All sets described above are Matched for Swing Weight and all other specifications.

LOUISVILLE SLUGGER CLUBS ARE ENGINEERED FOR ACCURATE AND TRUE SWING WEIGHTS

We made the discovery, long ago, that shafts of the same pattern and of the same weight sometimes vary as much as 4 points in swing weight because of the way the weight in the shaft is distributed. That's why we swing-weigh shafts — to make certain that each is put into a club whose ultimate swing weight is correctly related to that of the shaft. In the manufacture of many golf clubs, shafts are used as they come — without checking the weights, much less the swing weights. The ultimate swing weights of such clubs are arrived at by merely adding a little weight here and a little there to either the grip end or head end of the clubs. This is an unscientific, hit-and-miss way of making clubs. The same method, to a lesser degree, is also widely used in the construction of many so-called top quality matched and balanced sets. The shafts for these are first weighed out and those that match, in this respect, are put into sets. But since the shafts are not then matched for swing weight, the clubs must be "doctored," at one end or the other, to bring them to a uniform balance. Because we swing-weigh our shafts we do not have to resort to such unscientific methods.

RIB GUIDE GRIPS — The grips of all woods or irons in the Louisville Slugger line have the popular RIB GUIDE built in. This very useful feature — a rib that runs down the back of the grip — has a comfortable feel and helps to guide the hands and fingers into proper gripping position.

REGISTER NUMBER OF WOOD CLUBS

The register numbers that appear on the soles of wood clubs signify the weight, the length, and the model. Reading register numbers from right to left, the first two digits always indicate the weight. The third and fourth digits indicate length and the remaining digits (sometimes two and sometimes three) represent the model number.

Gloria Ehret LOUISVILLE

LADIES' WOODS and IRONS

GLORIA EHRET LOUISVILLE IRONS

Levelume-Plated Ladies' Model 550R

Available in Nos. 2 thru 9, Sand Wedge, Putter* in any combination.
HEAD — LEVELUME-plated, flange back.
SHAFT — Ladies' Dual-Action MARS chrome.
GRIP — Red rubber GRIPMASTER with black indentations. RIB GUIDE feature.
Also available in LEFT-HAND.
Set of 9 Model 550R (2, 3, 4, 5, 6, 7, 8, 9, Putter*) $78.30
Individual Model 550R Clubs (2, 3, 4, 5, 6, 7, 8, 9, Sand Wedge, Putter*) ... 8.70
*Putter to match Model 550R is two-way LEVELUME-plated "rocker" shaft. RIGHT- and LEFT-HAND.

GLORIA EHRET LOUISVILLE WOODS

Ladies' Model 500R

Available in Nos. 1, 2, 3, 4, 5, in any combination.
HEAD — Genuine Persimmon in red mahogany finish with natural face and scarlet and black Cycolac face insert.
SHAFT — Ladies' Dual-Action MARS chrome.
GRIP — Red rubber GRIPMASTER with black indentations. RIB GUIDE feature.
Also available in LEFT-HAND.
Set of 4 Model 500R (1, 2, 3, 4) or (1, 3, 4, 5) $50.00
Individual Model 500R Clubs 12.50

SPECIAL PUTTERS

Special putters equipped with quality chrome-plated shafts except as noted.

MODEL 47A "PERSONAL MODEL" — (With attractive Putter Head Cover.) Laminated Tufwood black finished head with black and white Cycolac face insert. Brass back. Black and white GRIP RITE rubber grip. Right-hand $25.00

MODEL TI "TAP IN" — LEVELUME-plated blade head with Louisville Slugger modern oval back, chrome shaft. Red and black leather grip. Right-hand $20.00

MODEL N "NO CHOKE" — Aluminum mallet-type head. Brass back. White pistol-type rubber grip. Right-hand $20.00

MODEL TW "GRAND SLAMMER" — Louisville Slugger laminated Tufwood black finished head with red and white Cycolac face insert. Fine black and tan leather grip. Right-hand only .. $20.00

MODEL 271 "THE IMPOSSIBLE" — Named for Bobby Nichols' incredible PGA Championship performance and winning score of 271. Bronze head, double flange back. Leather grip. Right-hand $12.50

MODEL A "UP-AN'-IN" — Aluminum mallet-type head. Shallow depth. Offset neck. Metallic finish. Rubber grip. Right-hand $12.50

MODEL AW "UP-AN'-IN" — Aluminum mallet-type head. Offset neck, shallow face. Metallic finish. Shaft of antique finished hickory — long distinguished for fine feel and smooth, accurate stroking. Leather grip $12.50

MODEL C "EQUALIZER" — Brass head — shallow, thick, two-way "rocker" blade. Right- or left-hand. Rubber grip $12.50

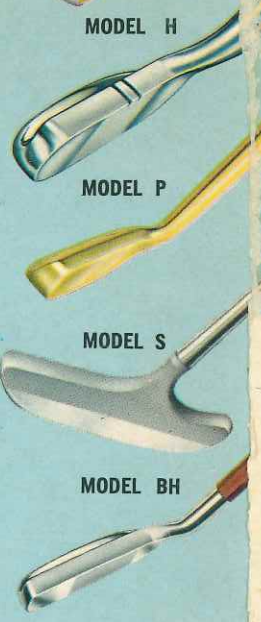
MODEL D "ONE-PUTT-JOHN" — Brass — satin chrome finish. Shallow mallet-type head, gooseneck. Leather grip. Right-hand $12.50

MODEL H "STINGER" — Steel head with LEVELUME nickel chrome-plating. Shallow thick blade — wide top edge and very wide flange sole; gooseneck. Leather grip. Right-hand $12.50

MODEL P "PAR POKER" — Bronze head — shallow depth, wide beveled top edge. Very long hozel. Rubber grip. Right-hand $12.50

MODEL S "TWO WAY" — Medium deep rocker type with bright nickel chrome finish, top half satin finish. Flared tip, satin finish shaft. Rubber grip $12.50

MODEL BH "GOPHER" — Forged steel head LEVELUME-plated. Shallow thick blade wide top edge, very wide flange sole; gooseneck. New bamboo shaft. Line-Rite black and white square rubber grip. Right-hand only $10.50



JUNIOR LOUISVILLE SLUGGERS

JUNIOR LOUISVILLE SLUGGER Golf Clubs are of H & B quality throughout and are sturdily constructed by the same craftsmen who make the higher priced models. They are not toys but are especially designed to meet the particular requirements of young golfers. These clubs offer every advantage of the finest matched sets. RIGHT-HAND ONLY.

SET OF 3 JUNIOR WOODS (Model J68R)

(No. 1 Wood 39", No. 2 Wood 38½", No. 3 Wood 38") $36.00
Individual JUNIOR WOOD clubs 12.00
Woods feature genuine Persimmon heads of medium size and depth. Attractive black finish with red and black Cycolac keystone face insert. Specially designed junior shaft with red GRIPMASTER rubber RIB GUIDE grip.

SET OF 5 JUNIOR IRONS (Model J680R)

(3-35"; 5-34"; 7-33"; 9-32½"; Putter-31½") $40.00
Individual JUNIOR IRON clubs 8.00
Irons feature heads forged from carbon steel with Pyramid Flange back and LEVELUME chrome plating. Specially designed Junior shaft with red GRIPMASTER rubber RIB GUIDE grip.

SPECIAL JUNIOR OUTFIT

This four-club — plus bag — special Louisville Slugger junior outfit is ideal for the young. Consists of a No. 2 wood, Nos. 3 and 5 irons, and putter in a tough canvas, ribbed bag. No other combination of junior clubs is available in this outfit at this special price $43.50

BN OUTFIT

A basic set of BOBBY NICHOLS LOUISVILLE Golf Clubs consisting of Nos. 1 and 3 woods (700R) and Nos. 3, 5, 7, 9, Putter irons (750R) with colorful plaid heavy canvas bag and two select quality head covers for woods $82.00
(For the ladies, a GE OUTFIT having Gloria Ehret Louisville Clubs is available at same price.)

LOUISVILLE SLUGGER EXCLUSIVE SHAFTS

All shafts used in Louisville Slugger Golf Clubs are designed by Hillerich & Bradsby's engineering staff. Constructed on the proven Dual-Action concept, the steps are scientifically placed for better playing action.

A WORD ABOUT . . . CYCOLAC

All wood clubs feature a face insert made of CYCOLAC, a durable plastic with impact strength and rigidity to hold its shape. It is scuff resistant and looks new longer.

SPIRALOCK FEATURE

Loose wood heads are virtually eliminated due to the Spiralock feature. The neck is tapped with spiral threading so that the epoxy, the strongest known adhesive, by filling the threads provides better adhesion. In iron clubs, loose heads are eliminated by the design of the tapped hozel and the screw-in shaft bonded with epoxy.

AUXILIARY CLUBS

SUPER CLEEK (No. 5 Wood) — All wood models (except Juniors) in the 1968 Louisville Slugger Golf Club line have a No. 5 Wood (Super Cleek).
Check prices and description in the model desired.

CHIPPER — This handy approach iron was designed expressly for run-up shots from off the edge of the green. Same length as putter; has upright lie and slightly lofted face. LEVELUME chrome-plated flange sole head with shallow blade. Shaft of the THOR pattern RIB GUIDE fancy brown leather grip with spiral grooving. Right-hand only $12.50

UTILITY CHIPPER (not illustrated)— LEVELUME-plated head has sand-blast finish on front and on back. No scoring on either face. THOR shaft. Fine embossed leather RIB GUIDE grip, spiral grooved, brown with black spiral and gold stitching. $12.50

PITCHING WEDGE — Designed for pitch shots to the green that you wish to "lay down". All Iron Models (Except Juniors and Model 550R) in the 1968 Louisville Slugger Golf Club line have a Pitching Wedge.
Check prices and description in the model desired. No. 1 irons are available in right-hand only in the following models:
LOUISVILLE SLUGGER Model 950, LOUISVILLE SLUGGER Model 950R, LOUISVILLE SLUGGER Model 950 in 39½" length with stiff shaft, BOBBY NICHOLS GRAND SLAM Model 850, BOBBY NICHOLS GRAND SLAM Model 850R.

CLUB LENGTHS

Men's woods based on 43" No. 1 wood. Ladies' woods are based on 41½" No. 1 wood. Men's irons match 38½" No. 2 iron. Ladies' irons match 37½" No. 2 iron.

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